

WestWorld FY 20-21



Events: 92
Attendance: 277,806



May – December 2020 (Covid year) WestWorld Fully Operational

- Total Events: 92
- Total Use Days: 775
- Days of two or more events: 287
- Events per Week (average): 1.8

- Total Attendance: 227, 806
- (Covid Attendance Restrictions)
- Gross Revenue: \$6.2



Top 20 Events

1. Barrett Jackson Auction March 2021
2. Sun Circuit AZQHA Horse Show March 2021
3. AZ Fall Championships AZQHA September 2020
4. NRCHA Derby Horse Show June 2021
5. AHAA February 2021
6. Region 7 Arabian Horse Show April 2021
7. Barrett Jackson September 2020
8. Cactus Reining Classic March 2021
9. La Mesa RV Show (3) July 2020
10. Carousel Horse Show March 2021
11. La Mesa RV Show (3) August 2021
12. Mother's Day Reining Slide May 2021
13. Goodguys Car Show November 2020
14. Goodguys Car Show April 2021
15. Best of the West Reining Horse Show September 2020
16. PCHA Cutting Horse Show January 2021
17. Desert Classic Arabian Horse Show December 2020
18. Inside Slide Reining Horse show August 2020
19. Maricopa Home Show April 2021
20. Scottsdale Spring Classic Hunter Jumper Horse Show March 2021



Booking Calendar 2021 - 2022

- 92 Events
- 338 Use Days Booked
- 1.8 Events per Week
- Projected Gross Revenue \$6.3 million
- Projected Attendance >500,000



State Land Purchase December 2020

- WestWorld Master Plan
(Conceptual)
- North Property



WestWorld Master Plan (Conceptual)

- Bell Road Sports Complex
Construction Underway
January 2022 Opening
- WestWorld Primary Entrance
Off Bell Road
- WestWorld Sports Complex
East End
Southern Access Thompson
Peak Bridge – Staging Parking

